THE HASSELBLAD GUIDE

Dear Hasselblad Owner,

during more than four decades Hasselblad cameras have served as indispensable tools for many of the world's leading professional photographers.

One reason is the width and versatility of the system, known to be the largest within the medium format field. Another reason is the "non-obsolescence philosophy" that has guided our technical devlopment enabling a camera body from the early 60's to fit a magazine from 1975 and a lens from 1994.

But the strongest reason for professionals to choose Hasselblad is the quality in workmanship, the mechanical precision and the optical superiority, which permits you to rely on your equipment to produce your ultimate images.

The camera reliability and superb Hasselblad service also explains why professional rental outlets prefer to rent Hasselblad over other medium format cameras. They too want to keep their clients.
This guide consists of 3 parts:

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– List of service centers **Page 11–18**
– List of rental outlets **Page 19–32**

We hope that your Hasselblad equipment will service you well wherever you go in the world. At the same time we hope that this Guide will increase your confidence in Hasselblad – if something happens.

DISTRIBUTORS

Australia
C R Kennedy &
Co Pty Ltd
P O Box 440
SOUTH YARRA,
Vic. 3141
Tel. 03-823 1555
Fax. 03-827 7213

Austria
Slach Bildtechnik
Kolpingstrasse 21
1230 WIEN
Tel. 01-610440
Fax. 01-6104450

Belgium
Hasselblad
Belgium sa-nv
130 Chaussée de la Hulpe
B-1050 BRUXELLES
Tel. 02-6605058
Fax. 02-6721325

Bahamas
John Bull Limited
Camera Division
P O Box N-3737
NASSAU
Tel. 809-2-4252
Fax. 809-323-7600

Bahrain
Ashraf Brothers
P O Box 62
MANAMA
Tel. 973-253457
Fax. 973-731860

Barbados
Da Costas Ltd
P O Box 103
BRIDGETOWN
Tel. 809-426-3647
Fax. 809-436-9870

Bermuda
The Camera Store Ltd
P O Box HM 427
HAMILTON HM Bx
Tel. 809-29-50305
Fax. 809-29-54915

Brazil
Importécnica S A
P O B 6134
01000 SAO PAOLO
Tel. 011-8729011
Fax. 011-8263247

Bulgaria
Zhivas Co. Ltd.
36, Dondukouv Blvd.
1000 SOFIA
Tel. 2-463 423
Fax. 2-879 502

Canada
Lisle-Kelco Limited
3525 Nashua Drive
MISSISSAUGA, Ont.
L4V 1R1
Tel. 905-672-6661
Fax. 905-672-6684

Canary Islands
Tirsons S.L.
P O Box 757
38003 SANTA CRUZ DE
TENERIFE
Tel. 22-245096
Fax. 22-242404

Cayman Islands, B W I
Cayman Camera Ltd
P O Box 2172
GRAND CAYMAN
Tel. 1-809-9498359
Fax. 1-809-9451874

Czech Republic
Profifoto s.r.o.
Veverkova 28
17000 PRAHA 7
Tel. 0422-377702
Fax. 0422-381457

Chile
Reifschneider Foto SACI
Casilla 4216
SANTIAGO
Tel. 2-225 4004
Fax. 2-225 7713

Cyprus
Cyprus Trading
Corporation ltd
P O Box 1744
NICOSIA
Tel. 2-482800
Fax. 2-482848

Denmark
Hasselblad Danmark
Fredericiagade 31
1310 KÖBENHAVN
Tel. 33-151550
Fax. 33-151440

Egypt
Philippe Photo Trade
88 Abdel Salam Arref Str.
Orman Sq. GIZA
Tel. 2-3485181
Fax. 2-3481069

Finland
Finlandia Kuva OY
Pulttitie 14
00880 HELSINKI
Tel. 0-7591200
Fax. 0-7591315

France
Hasselblad France SA
5, Passage Piver
75011 PARIS
Tel. 1-43551626
Fax. 1-43550177

Germany
Hasselblad
Vertriebsges.mbH
Postfach 1209
22902 AHRENSBURG
Tel. 04102-49101
Fax. 04102-49143

Gibraltar
A D Cohen Ltd
P O Box 160
GIBRALTAR
Tel. 350-74791
Fax. 350-40907

Greece
Salcofot S A
15 Venizelos str.
546 24 THESSALONIKI
Tel. 031-237494
Fax. 031-271670

Holland
Hasselblad B.V.
Savannahweg 69
3542 AW UTRECHT
Tel. 30-411616
Fax. 30-411829

Hong Kong
Shriro (H.K.) Ltd.
C P O Box 181
HONG KONG
Tel. 852-5245031
Fax. 852-8106586

Hungary
Ofotért
Reitter Ferenc Utca 45-49
1135 BUDAPEST
Tel. 1-1203-669
Fax. 1-1497-760

Iceland
Beco
P O Box 5311
125 REYKJAVIK
Tel. 1-23411
Fax. 1-23420

India
Mazda Camera Centre
245, D N Road, Fort
BOMBAY 400 001
Tel. 022-2612611
Fax. 022-3089211

Indonesia
Bursa Kamera
Jalan Mangga
Dua Raya (/19
JAKARTA 11110
Tel. 21-6494688
Fax. 21-6922723

Iran
Danaloo Co Ltd
P O Box 15815-3536
TEHERAN
Tel. 21-8822749
Fax. 21-8824085

Ireland
Data Micrographics Ltd
Portobello Harbour
DUBLIN 8
Tel. 01-4781888
Fax. 01-4781850

Israel
Delta Film Ltd
P O Box 389
HERZLIA B'46103
Tel. 972-9-521888
Fax. 972-9-521889

Italy
Fowa Professional s p a
C P 1191 Ferrovia
10100 TORINO
Tel. 011-81441
Fax. 11-8993977

Japan
Shriro Trading Co Ltd
P O Box 41
Osaki Post Office
TOKYO 141
Tel. 03-5434-5751
Fax. 03-5434-5745

Korea
Kelex Ltd
C P O Box 19
SEOUL 100
Tel. 2-546-6051
Fax. 2-543-2717

Kuwait
Ashraf & Co Ltd
P O Box 3555
13036 SAFAT
Tel. 965-5312960
Fax. 965-5336376

Malaysia
Shriro (Malaysia) Sdn Bhd
Jalan Sultan
46730 Petaling Jaya
Selangor
Tel. 3-7749842
Fax. 3-7752463

Mexico
Foto Regis Cia
Mier y Pesado 127
Col del Valle
MEXICO DF 03100
Tel. 5-682-6868
Fax. 5-6820191

New Zealand
C R Kennedy (N.Z.) Ltd
Unit 2,
No. 3 Hotunui Drive
Mt Wellington
AUCKLAND
Tel. 9-276-3271
Fax. 9-276-9645

Norway
Interfoto A.S.
O.H. Bangs vei 51
1322 HÖVIK
Tel. 67-534990
Fax. 67-539794

Poland
Norex SC
Ul. Glogera 3
02051 WARSZAWA
Tel. 2-659 7419
Fax. 2-659 9405

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Imporfoto Lda
Rua do Acucar 42
1900 LISBOA
Tel. 1-8587356
Fax. 1-8587359

Qatar
Ali Bin Ali Est
Kodak Division
P O Box 75
DOHA
Tel. 974-436780
Fax. 974-433778

Reunion
Photo-Ciné J.Lun-Sin
6 Rue Alexis
de Villeneuve
97400 SAINT-DENIS
Tel. 262-211083
Fax. 262-215331

Russia
Techmash Export
Fotokino Firm
Prospekt Mira 176
129366 MOSCOW
Tel. 095-2316947

Saudi Arabia
Ahmed Abdulwahed
Abdullah Trading Est.
JEDDAH 21481
Tel. 02-6425333
Fax. 02-6446422

Singapore
Shriro (Singapore) Pte Ltd
Robinson Road
P O Box 1065
SINGAPORE 9021
Tel. 65-2840058
Fax. 65-2809323

Spain
Rodolfo Biber S A
Salcedo 4
28034 MADRID
Tel. 1-7292711
Fax. 1-7293829

Sultanate of Oman
Photocentre
Area Code 112
MUSCAT
Tel. 968-706752
Fax. 968-794121

Sweden
Hasselblad Svenska AB
Östra Hamngatan 3
401 26 GÖTEBORG
Tel. 031-102400
Fax. 031-113115

South Africa
Fotoquip (Bestinvest CC)
P O Box 3712
RANDBURG 2125
Tel. 11-886 4037
Fax. 11-787 2030

Switzerland
Beeli AG
Industriestrasse 1
8117 FÄLLANDEN
Tel. 01-8253550
Fax. 01-8253950

Tahiti
Photo Lux
P O Box 265
PAPEETE
Tel. 689-2-84-31
Fax. 689-434027

Taiwan
Shriro Webb Limited
7th Floor Deh Lin Building
609 Lin Shen N. Road
TAIPEI
Tel. 02-5925171
Fax. 02-5916170

Thailand
Foto Systems Ltd
302/146 Taveemitr Soi 12
Rama 9 Road
BANGKOK 10310
Tel. 02-247-6713-5
Fax.02-247-2283

Turkey
Mr. M Orhan Bükey
Istiklal Cadd. 465/23
Beyoglu
ISTANBUL
Tel. 212-2937717
Fax. 212-2433454

United Arab Emirates
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LLC
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Fax. 4-235886

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York House
Empire Way
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HA9 0QQ
Tel. 081-9033435
Fax. 081-9022565

USA
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10 Madison Road
FAIRFIELD, N J 07004
Tel. 201-227-7320
Fax. 201-227-3249

US Virgin Islands
Boolchand's Ltd
ST. THOMAS,
VI 00801
USA
Tel. 1-809-774-5658
Fax. 1-809-774-5790

The sign "Hasselblad Authorized Service Center" stands for customer-oriented competence and expertise. It also stands for investments in tools and test equipment, operated by skilled and factory-trained technicians. Only the authorized service centers can therefore provide you with the proper service your camera requires.

Hasselblad cameras are built to last, but they require care and service like any other product that is put in continuous professional use. Service means dismantling, cleaning and inspection of equipment

Where necessary, parts are replaced. And finally reassembly, relubrication and setting to factory standards in regard to operation, focusing, shutter speeds and synchronization.

Service intervals are determined mainly by the amount of use. The busy professional photographer may shoot an average of 20 rolls a day. Assuming this happens 200 days a year, it means that 4000 rolls of film go through the camera. In terms of exposure it means that the shutter has opened and closed, the film has been advanced and the mirror has flipped up and down about 50000 times. Such equipment should be serviced at least once a year, even if it probably still performs faultlessly. Very intensive use, hundreds of rolls a week, would call for service every six months, while most amateurs need only worry about service once every five years.

The Hasselblad International Warranty has a world-wide validity and is honoured by all service centers listed in this guide. In some countries there may also be an additional warranty. Consult the distributor in your country for full details.

SERVICE CENTERS

Argentine
Fotimservice SRL
Arcos 3986
1429 BUENOS AIRES
Tel. 70-8124
Fax. 790-3344

Australia
C R Kennedy &
Co Pty Ltd
663-669 Chapel Street
SOUTH YARRA,
Vic. 3141
Tel. 61-3-823 1555
Fax. 61-3-827 7213

Austria
Slach Bildtechnik
Kolpingstrasse 21
1232 WIEN
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Fax. 0222-6104450

Belgium
Hasselblad Belgium sa-nv
130 Chaussée de la Hulpe
1050 BRUXELLES

Brazil
Optronic
Rua Quirino de Andrade,
219-6° Andar
Conj. 64
CEP 01049 SAO PAULO
Tel. 011-257-0596
Fax. 011-256-1048

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Lisle-Kelco Limited
3525 Nashua Drive
MISSISSAUGA, Ont. L4V
1R1
Tel. 416-672-6661
Fax. 416-672-6684

A.M.T.
Service Limited
8340 Labarre Street
MONTREAL,
H4P 2E7
Tel. 514-738-7044
Fax. 514-738-4229

Service Camera Pro
2050
Bldv. Père Lelievre
Suite 201
DUBERGER,
Québec G1P 2W9
Tel. 418-527-0880
Fax. 418-688-8222

Precision
Camera Repair
70 Sherbrook Street
WINNIPEG,
Manitoba R3C 2B3
Tel. 204-783-4649
Fax. 204-783-2769

Artisan
Instrument Service
113B-3347 Oak Street
VICTORIA, B.C. V8X
1R2
Tel. 604-388-6721
Fax. 604-388-6721

Lisle-Kelco
Service Ltd.
1625 West
5th Avenue
VANCOUVER, B.C.
V6J 1N5
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Fax. 604-736-3100

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Tirsons S.L.
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38003 SANTA CRUZ DE
TENERIFE
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Fax. 22-242404

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Reifschneider
Foto SACI
José Manuel
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Fax. 8620-778 7208

China Photo Service
1A Xuen Wu
Men Street
BEIJING
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Cyprus
Cyprus Trading Corp.
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Scandia Division
Shacolas House
ATHALASSA-NICOSIA
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Fax. 2-482848

Denmark
Knudsens
Fotoservice
Hasselager Center Vej 11
DK 8260 VIBY

Knudsens
Fotoservice
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1310 COPENHAGEN

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22926
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Fax. 852-8106586

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Tel. 1-23411
Fax. 1-23420

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Camera Centre
245, D N Road, Fort
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Fax. 022-3089211

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JAKARTA 11110
Tel. 21-6494688, 6494599
Fax. 21-675560

Iran
Danaloo Co Ltd
130, Ground fl.
Gh. Farahani Avenue
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Tel. 21-822749
Fax. 21-824085

Ireland
Data
Micrographics Ltd
Portobello Harbour
DUBLIN 8
Tel. 01-781888
Fax. 01-781850

Israel
Noah Elefant
53 Ben Yehuda Street
63431 TEL-AVIV
Ext. 6629
Tel. 972-3229204
Fax. 972-3227909

Italy
Fowa S.p.A.
L.T.R. Service s.r.l.
Via Tabacchi 29
10132 TORINO
Tel. 011-814488
Fax. 011-8993977

Japan
Shriro
Trading Co Ltd
Yoneda Bldg 1F
6-17-20 Shimbashi, Mina-to-ku
TOKYO 105
Tel. 03-3433-4261

Shriro
Trading Co Ltd
Higashi Hankyu Bldg 8F
1-1 Kakuda-cho, Kita-ku
OSAKA 530
Tel. 06-361-1406

TAC Camera Service
Higashi 4-chome
Minami 3-jou,
Chuo-ku
SAPPORO 060
Tel. 011-221-8507

Ogawa
Camera Service
Teokei Bldg
4-1-71 Ohsu,
Naka-ku
NAGOYA 460
Tel. 052-241-5148

Korea
Korea Camera
Repair Center
24 Sokong-Dong
754-1341-2 Joong-ku
601 Samjin Bldg.
SEOUL 100
Tel. 753-1341,
754-1343

Kuwait
Ashraf & Co. Ltd
13036 SAFAT
Tel. 965-5312960
Fax. 965-5336376

Mexico
Foto Regis Cia
Mier y Pedado 127
Col del Valle
MEXICO DF 03100
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Savannahweg 69
3542 AW UTRECHT
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Fax. 67539794

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Abdullah
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Fax. 02-6446422

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Fax. 65-472 1792

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28034 MADRID
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Östra Hamngatan 3
401 26 GÖTEBORG
Tel. 031-102400
Fax. 031-113115

Switzerland
Beeli AG
Industriestrasse 1
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Tel. 01-8253550
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Felix Service SA
48, Route de Divonne
1260 NYON
Tel. 022-3619944
Fax. 022-3619525

Ziegler K AG
Phototechnik
Burgstrasse 28
8604 VOKETWIL
Tel. 041-1-9451414
Fax. 041-1-9451415

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Fax. 02-5916170

Thailand
Foto Systems Ltd
302/146 Taveemitr Soi 12
Rama 9 Road
BANGKOK 10310
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Fax. 02-247-2283

Turkey
Camera
Babiali Cadd. 30
Kat. 3 No. 20/21
34410 Cagaloglu
ISTANBUL
Tel. 527-7935, 511-4259

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York House
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WEMBLEY, Middx.
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5601 W. Slauson Avenue
CULVER CITY,
CA 90230
Tel. 310-338-1522
fax. 310-338-0977

Phoenix Camera
Repair Inc.
3232 N. 16th Street
PHOENIX,
AZ 85016
Tel. 602-277-1811

Cudabac Camera Repairs
The Mint Mall
953 Mission
St., Room 10B
SAN FRANCISCO, CA
94103
Tel. 415-77-1862

California Precision Service Inc.
1714 28th Street
SACRAMENTO, CA
95816
Tel. 916-451-1330

Metro Camera
Service Inc.
1470 S. Federal Blvd.
DENVER, CO 80219
Tel. 303-934-2471

Strauss Photo Tech-nical
Service Inc.
1240 Mt. Olivet Road, NE
WASHINGTON, DC
20002
Tel. 202-529-3200

Southern Photo
Technical Service
1750 Ninth Avenue, North
ST. PETERSBURG, FL
33713
Tel. 813-896-6141

Camera Service Co.
4391 Atlanta Road
SMYRNA, Atlanta GA
30080
Tel. 404-432-4257

Mid State Camera
Service Inc.
407 South Dearborn St.
CHICAGO,
IL 60605
Tel. 312-939-2272

Sanford Camera
& Projector
1054 Massachusetts Av.
ARLINGTON,
MA 02174
Tel. 617-648-2505

Precision Camera
Repair, Inc.
43 Sheridan Street
CHICOPEE FALLS, MA
01021
Tel. 413-598-8005

Marquette Camera Repair
6311 Wayzata Blvd.
MINNEAPOLIS, MN
55416
Tel. 612-541-1212

Hilton Command
Exposures Inc.
210 D. Webster Highway
South NASHUA,
NH 03060
Tel. 603-888-3684

Professional Camera
Repair Service
37 West 47th Street
NEW YORK, NY 10036
Tel. 212-382-0550

Pro Cam Company
5301 Broad View
CLEVELAND,
OH 44134
Tel. 216-661-8666

Associated Camera Repair
3401 N.E. Sandy Blvd.
PORTLAND, OR 97232
Tel. 503-232-5625

Photographic
Maintenance
2410 Farrington Street
DALLAS, TX 75207
Tel. 214-630-3460

Houston Camera Repair
3001-C Fondren Street
HOUSTON, TX 77063
Tel. 713-780-2607

Havel Camera Service
1102 Basse Road
SAN ANTONIO,
TX 78212
Tel. 512-735-7412

Photo Tronics, Inc.
223 Westlake
Avenue, North
SEATTLE,
WA 98109
Tel. 206-682-2646

RENTAL OUTLETS

Australia
C R Kennedy & Co Pty Ltd
663-669 Chapel Street
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Fax. 01-5266391

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496 Queen Street East
Toronto, Ontario, M5A 4G8
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Fax. 416 365-7776

AMT Service Limited
8340 Labarre Street
Montreal, Quebec, H4P 2E7
Tel. 514-738-7044
Fax. 514-738-4229

Beau Photo
1520 West 6th Avenue
Vancouver, B C V6J 1R2
Tel. 604-734-7771
Fax. 604-734-7730

Frischkorn & Associates
1280 Fewster Drive
Mississauga, Ont. L4W 1A4
(only PCP80 projectors)
Tel. 416-624-5599

NDG Photo Inc.
385 St.Catherine St. West
Montreal, Quebec H3B 1A7
Tel. 514-499-0690
Fax. 514-489-3540

Royal Photo Service Inc
2106 Boul. Rosemont
Montreal, Quebec H2G 1T4
Tel. 514-273-1723
Fax. 514-273-1317

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Hasselblad Danmark
Fredericiagade 31
1310 Köbenhavn
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Fax. 33 151440

Finland
Finlandia Kuva Oy
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Tel. 0211-306079
Fax. 0211-392833

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Fax. 0211-3841077

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50931 Köln
Tel. 0221-401077
Fax. 0221-401703

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38102 Braunschweig
Tel. 0531-71148
Fax. 0531-791074

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Tel. 069-419210
Fax. 069-414061

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60329 Frankfurt
Tel. 069-236261
Fax. 069-253868

FFM Foto Fach Markt GmbH
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60327 Frankfurt
Tel. 069-749037
Fax. 069-752368

Foto Oehling
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55116 Mainz
Tel. 06131-28110
Fax. 06131-281129

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70736 Fellbach
Tel. 0711-587821
Fax. 0711-583445

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Tel. 089-55218-0
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Foto Elgas
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Tel. 089-530327
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* = These dealers have rental equipment to the value of minimum USD 40.000.

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Tel. 01-3217506
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Jalan Mangga Dua Raya 8/19
JAKARTA 11110
Tel. 21-6494688
Fax. 21-6922723

Ireland
Data Micrographics Ltd
Portobello Harbour
DUBLIN 8
Tel. 01-781888
Fax. 01-781850

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4-2-1, Minami-Aoyama
Minato-ku, Tokyo
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Aoyama Rental
Yamamoto Bldg.
1-8-18 Minami-Aoyama
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Tel. 03-3479-3811

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4-15, Sakuragaoka-cho
Shibuya-ku, Tokyo
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1F, Onishi Bldg.
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Tel. 03-3543-5925

Gia House, West
1F, AG Bldg, 5-6
Sakuragaoka-cho
Shibuya-ku, Tokyo
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Fax. 020-5866372

Capi-Lux Vak
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Tel. 010-4153344
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9723 HB Groningen
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Fax. 08-6184886

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Tel. 08-6155662
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104 22 Stockholm
Tel. 08-6541595
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200 20 Göteborg
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609 Lin Shen N. Road
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A.V. Camera
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Hasselblad Forum

Hasselblad Forum is a magazine read by photography enthusiasts all over the world. The magazine was first published in 1965. It is a quarterly magazine published in English, German and Swedish. As its title suggests, Hasselblad Forum is a forum for photographers working with Hasselblad cameras and accessories.

Amateur and professional photographers get together in Hasselblad Forum, giving their innermost viewpoints about photography. Contacts are established between photographers and purchasers of photographs, books are reviewed, news about the Hasselblad system are presented and technical queries are answered.

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New Product

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Notes

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Incentive Group

Box 220, S-401 23 Göteborg, Sweden

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